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Influential News



The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign, spearheaded by local influential partners who work to increase vaccination among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

PARTNERS RAMP UP FOR NATIONAL INFLUENZA VACCINATION WEEK

National Influenza Vaccination Week (NIVW) aims to highlight the importance of flu vaccinations through the holiday season and beyond, when vaccination coverage rates typically decline. Observed December 2-8, 2012, NIVW emphasizes the message that it's not too late to get a flu vaccine. Members of the National Influenza Vaccination Disparities Partnership are ramping up for a successful week, with flu forums lined up in cities from New Orleans, Louisiana to Rapid City, South Dakota, and Henderson, Nevada to Detroit, Michigan. Last year the partners organized more than 18 promotional events and coordinated 22 flu vaccination clinics. This year, partners are joining local leaders to hold six media events, in addition to 20 locally organized flu vaccination clinics.

SPOTLIGHT ON PARTNERS

EARLY START FOR INFLUENZA VACCINATIONS FUELS SUCCESS

As the ancient Greek physician Hippocrates counseled, good health takes time and opportunity. CDC's flu vaccination campaign provides an opportunity for a running start on flu vaccination clinics. An early start makes for early success. In the first 30 days of this year's campaign, the partners organized 110 flu vaccination clinics across the country. At a men's health forum in Landover, Maryland, hosted by the American Cancer Society, 55 people were vaccinated. Mariachis entertained at a health fair held at the Mayor's Office on Latino Affairs in Washington, D.C., where 85 participants were vaccinated. Since the second week of September, grassroots groups have distributed more than 23,000 materials and vaccinated more than 2,365 individuals. This is a record high! We can boost our results with everyone's participation. Share your group's successes on the partner Web page at: http://www.cdc.gov/flu/partners/success_stories.htm#success.

PARTNERS TEAM UP TO FIGHT FLU IN NEW ORLEANS

The Mexican, Honduran, and Peruvian consulates are joining several partners with one goal in mind: to promote influenza vaccination among the underserved, including indigenous people and those living with chronic conditions. A December 3 press event at the Consulate of Mexico in New Orleans will feature a proclamation from Mayor Mitch Landrieu and speakers from the NO/AIDS Task Force and the Jefferson Parish Medical Society. Last year, Washington, D.C. Mayor Vincent Gray issued a proclamation for NIVW. This inspired leaders in Richmond, Virginia; Lafayette, Louisiana; Grand Rapids, Michigan; and Henderson, Nevada to do the same. Each of these cities will host special events during NIVW to promote the flu vaccine.

ALLIES IN FLINT, MICHIGAN GEAR UP FOR NIVW

The Universal Kidney Foundation in Flint, Michigan, models partnership building, engaging a host of agencies in NIVW activities. Campaign partners include Walgreens, Genesee County Health Department, Mott Children's Health Center, Hamilton Community Health Center, and the University of Michigan-Flint. Activities planned for NIVW include a community forum, a flu vaccination clinic, and blogger engagement. "We embrace a spirit of partnership building," says Yvonne Lewis, the foundation's Executive Director, who is supporting the CDC campaign for flu vaccinations in Flint. She sees "multi-sector engagement" as a key to boosting flu vaccination rates among African Americans.



Mariachis provide entertainment at a flu vaccination clinic held by the DC Office on Latino Affairs.



D.C. Mayor Vincent Gray issued this proclamation for NIVW.



Yvonne Lewis, Executive Director of the Universal Kidney Foundation, Flint, Michigan.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of Influential News.

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